

Lead Poisoning Prevention Fund Advisory Board
Meeting: September 25, 2009
9:00 a.m. – 11:30 a.m.
Maine CDC / Key Bank Building
286 Water St | 1st Floor Conference Room 12 | Augusta, Maine 04333

Attendees: Joe Robinson, Eric Frohberg, Andy Smith, Syd Sewall, Peter Doran, Gail Lombardi, Barbara Leonard, Beth Pratte

Absent: Meredith Tipton, Mary Ann Amrich, Maureen Brown

Evaluation Update

Presented by Andy Smith

Andy provided the Board with an update on the LPPF Evaluation Plan. After several months of reviewing and shuffling draft documents between MECDC and Center for Governmental Research (CGR), it was decided that a face-to-face meeting was in order. CGR will be meeting with the Lead Program for a 3-day work session to work through the logic model and come to an agreement on how the evaluation plan and reports will be developed. The timeline for products will have to be recalibrated as deadlines get pushed back. It was suggested that some of the LPPF Board Members, other partners from state Government, and one or two of the HMP's should look over the draft evaluation plan and give comment.

Community Grants Update

Presented by Joe Robinson

All the Community Partners Contracts are up and running. The bigger contracts were amended and extended for one more year. The smaller contracts need new agreements. CGR collated the community partner quarterly reports into one comparative report. The reporting format needs some tweaking with more narrative and examples of program successes.

Two new webinars for HMPs have been scheduled. The first will be on Tuesday September 29th from 11:00 AM – 12:00 Noon. It will provide instructions on how to navigate the new Lead Data Tracking Portal (Maine Tracking Network) and Lead Poisoning Prevention Website. These sites improve public health by making data and materials on lead hazards, their health effects, blood lead screenings, and lead poisoning prevention resources easier to find and use.

The second webinar will be on Tuesday October 27th from 11:00 AM – 12:00 Noon. It will provide information about the various lead safe training courses funded by the LPPF and managed by the Maine DEP. We will discuss the focus of the trainings (subject matter), intended audiences (contractors, landlords, homeowners, community partners, etc.), how to schedule events, and what subsidies LPPF will provide to targeted attendees.

Under the new EPA Renovations, Repairs & Painting rule, most contractors (and about 75% of Landlords) must take an eight-hour DEP certification training course by April 22, 2010. As it is mandatory, there are an estimated 16,000 – 35,000 contractors and landlord who need to be trained. The LPPF provides funding to DEP for lead-safe training, but there is not nearly enough money to support the training of all. Therefore LPPF will only be able to provide subsidies to landlords and homeowners taking the course. LPPF is asking DEP to help create a homeowners Lead Safe Renovation course.

The LPPF will host a sharing summit on Wednesday October 21st for all HMPs with High Density projects as well as those with 2nd Tier contracts. This will be an opportunity for Community Partners to share their High Density project experiences with their counterparts throughout the State

Other news:

- Lead Poisoning Prevention Week is October 26th. There will be a big press release to talk about positive things going on with in the LPPF: such as the Website, Portal, and Community Partners. It was suggested that it would be nice to have some parents on board to talk to the media and tell them positive feedback about the Lead Program and how we have helped.
- Andy will be presenting the Data Tracking Portal at the Maine Public Health Association Annual Meeting

Lead Dust Testing Update

Presented by Eric Frohberg

Eric updated the group about the two lead dust testing initiatives. One involves the landlords working with the LPPF High Density Partners. The outreach strategy is to engage and assist landlords with identifying lead hazards in their units, then learn and follow essential maintenance practices.

The second lead dust testing program is offered through a brochure mailed to parents of one & two year olds. This mailing offers families addition lead poisoning prevention information through a postage-free card that can be detached from the brochure and returned to the LPPF. It also encourages parents to obtain a home lead dust test kit to measure household lead levels. Further, if dangerous levels are observed, parents will be

urged to have their children tested for blood lead levels and to learn how to remediate the hazard. As a primary preventative strategy, it is expected to identify children at risk for lead poisoning *before* they are poisoned by targeting all families with children between 1 and 2 years. Additionally cost savings are expected over traditional approaches by replacing a lead technician dust assessment with a home kit which parents can be instructed to use accurately.

The LPPF does not have the budget to supply lead dust test kits to everyone. For this reason over the next year the brochure will be mailed out in a phased process across the State.

The EOHP staff have been helping to Alpha test the brochure mailing and request process. The Alpha test has shown that there are software problems with the downloading of data at the lab. We are evaluating how to address this barrier.

Communications Strategy Updates, Posters, Web Site, New Materials
Development, Public Health Educator

Presented by Eric Frohberg

Posters

The fund requires the development of a poster to be distributed in all locations where paint or paint removal supplies are sold. The poster will be developed with the public health educator.

Website

The website has been revised and updated. We are getting positive feedback. The number of hit to the lead website has increased 20% since it has been launched. We can now look at analytics, and see which tip sheets are being downloaded. Eric is going to look advertising the website at other locations, such as hospitals, physician offices, and medical providers. One potential site to explore is “moms like me”.

New Materials Development

We are working on a new tip sheet: “Lead in Maine”. The objective is to have a one page summary of our surveillance data describing what lead poisoning in Maine looks like. We are also exploring developing “Swiss cheese” news articles. These are press releases made available to the partners who can insert their contact information.

Public Health Educator

LPPF will be hiring a Public Health Educator. Our plan is to use them for materials development, strategic planning, and doing the website.

CLPPP Update:

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Presented by Eric Frohmberg

The LEAd ME Advisory Council has expanded and has some new members. We are updating the old elimination plan to reflect the new reality with the infusion of LPPF activities. Sue Lee has been adopted by the H1N1 until late December so Tina is taking over a lot of what she was doing, and some activities are being put on hold.

Next Meeting

Next Meeting November 20, 2009; 9:30 AM - 12:00 Noon

Draft Agenda:

Update on Evaluation Plan

Results of pilot

Update on Media Campaign